



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-57 (GP-151-00-US)

Appl. No.: 10/674,888

Applicant: Jeremy BEM

Filed: September 30, 2003

Title: INCREASING A NUMBER OF RELEVANT ADVERTISEMENTS USING A  
RELAXED MATCH

TC/A.U.: 1751

Examiner: Tri V. Nguyen

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed on April 20, 2006 (Paper No. 03292006), which set a period for response to expire on July 20, 2006, please amend the above-identified application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 21 of this paper.